

Mexico Market Profile

This summary provides the most up-to-date data available on Mexico as it relates to their people and economy, travel related motivations and planning behavior and Mexican visitor profile specific to Arizona.

GENERAL COUNTRY PROFILE

POPULATION:
123 million
INFLATION RATE:
2.7%
EXCHANGE RATES (MXN PER USD):
18.34
GROSS DOMESTIC PRODUCT (GDP):
\$2.3 trillion (2.1% annual growth rate)
EXPORTS:
\$359 billion
UNEMPLOYMENT RATE:
4.4%

Source:
The World Fact Book, reporting 2016 data

TRAVEL MOTIVATION AND PLANNING


Top Travel Motivators
46% Shopping

44% Visiting friends/ relatives

44% Urban attractions

Source used in Destination selection for last leisure trip
54% Recommendation from family & friends

54% Websites via computer

24% Websites or applications via tablet

23% Online advertising/email via mobile

Advance Decision Time
29% Less than a month

23% 1 to 2 months

24% 3 to 5 months

19% 6 to 12 months

4% More than 1 year

Likelihood to Travel to USA
52% In the next six months

21% 6-12 months

11% 1-2 years

6% 2-5 years from now

7% Maybe some time in the distant future

4% Not likely to ever visit

Expected Travel Party Size (next trip)
22% 1 person

31% 2 people

18% 3 people

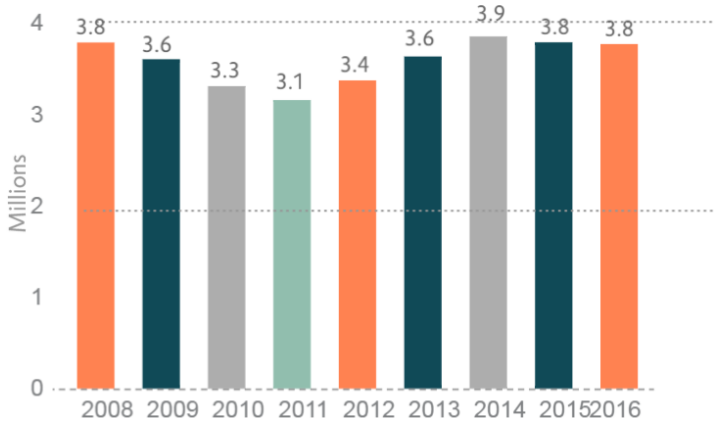
29% 4+

Source:
Brand USA

MEXICAN OVERNIGHT VISITATION TO ARIZONA



Visitation Volume to Arizona



Major Contribution of AZ Overnight Mexican Visitors

16 percent of all Mexican Visitors stay overnight

\$839 party spending per trip, accounting for 66 percent of AZ visitor expenditures



Reason for Trip

84% Leisure

75% Shopping

8% Visit Friends/Relatives

1% Other Leisure

16% Business



% of Visitors who stayed Overnight by AZ Destination

99% Metro Phoenix

88% Metro Tucson

13% Yuma

5% San Luis

4% Douglas

4% Nogales



Accommodations

61% Hotel

39% Private Home



Visa Credit Card Travel Spending

Mexican Visa Card Spending ranked #2 in 2016 with 16% of total International Travel Spending in Arizona.



% of Visitors who stayed Overnight by Mode of Transportation

99% Air

19% Motor Vehicle

12% Pedestrian



Nights in Arizona

14% 1 Night

26% 2 Nights

35% 3 Nights

17% 4 Nights

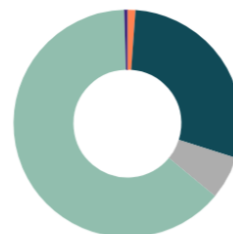
8% 5+ Nights

By Quarter



Q1: 23%
Q2: 21%
Q3: 26%
Q4: 29%

By Arizona Region



Northern: 1%
Phoenix & Central: 29%
West Coast: 6%
Tucson & Southern: 64%
North Central: 0.3%

Source:
Tourism Economics, reporting 2010-2016 data
VisaVUE Travel, reporting 2016 data
2007 Mexican Visitor Study - University of Arizona